

MONEY FOR SUNDAY CAMPAIGN STILL OVER \$9,000 SHORT

The Billy Sunday guarantee and cash funds are still incomplete, it was announced today by Byron S. Adams, chairman of the finance committee.

Last night the committee had received only \$44,521 of the guarantee, but \$11,425 of the cash fund. The amounts necessary to complete the funds are \$5,474 for the guarantee of \$50,000, and \$2,675 of the cash fund of \$5,000.

In outlining the plans for financing the Sunday campaign, Mr. Adams said that the money the committee would raise was expected to come from members of the churches co-operating with the Sunday campaign, and to this end two men had been appointed by the pastors of the churches to see that the money was forthcoming.

"Business men not connected with any church can contribute, if they desire, by sending checks for any amount to the office of the Washington Sunday campaign, at 501 Washington Loan and Trust building."

(Reproduced from The Philadelphia Record of Thursday, December 13th.)

The "Romance of Advertising" Series by Theodore E. Ash.

"When Secretary McAdoo wanted to raise money for the Liberty Loan, he summoned advertising men for advice, not lawyers and politicians,"

said Arthur Brisbane.

THE widely known editor also told the Poor Richard Club, to whom he was speaking, "that advertising men alone can best tell how to gain the sincerity and good-will of the people."

This is a deserved tribute, not only to advertising men, but to advertising, because advertising is the one big force that is going to win the war. Advertising raised nearly five million volunteers for the English army, all of the billions for England's war chest, and more than 250 millions for private war charities. Advertising found a million skilled laborers for Britain's munition plants and nearly as many women for important man-saving occupations. But more than that, advertising made the whole British Empire understand the PURPOSE of the war, and by lifting the veil of uncertainty and doubt, inspired an energy, sacrifice and co-operation that made the whole world marvel. England today salutes advertising as its greatest general.

Advertising will do even more for Uncle Sam if Uncle Sam will mobilize his advertising men. These men, under a patriotic impulse, will put behind their pens an enthusiasm and intelligence that will quicken into action an America that is even yet only half-souled up to the war. In fact England's efforts will be insignificant in comparison, because American advertising men are miles ahead of our English cousins in advertising efficiency, the American public collectively is far more responsive to advertising than the people of England, and the American newspapers and the American telegraph service alone make it possible to drive home each day a message that will get immediate results.

Consult an Advertising Expert

These talks appear in "The Record" Sundays, Thursdays and Saturdays

PESSIMISM BIG MENACE TO U. S., WARNS DANIELS

NEW YORK, Dec. 12.—That there is no concealing of military disasters by the Government, and that pessimism induced by German-inspired false reports is America's big menace, was stated by Secretary Daniels last night at the annual Southern Society banquet.

"There may arise," Secretary Daniels said, "a danger greater than that of submarines or cannon, more to be feared than armies, a danger which will become no longer a danger when it is realized."

"I speak of the danger of pessimism, the danger of losing heart, the danger of allowing oneself for one moment to doubt that right in this war will triumph."

"No Concealment." "And, having asked you to encourage others, let me encourage you by giving you my solemn assurance that you might search our most secret archives at Washington in vain for any records of disaster or even minor military casualties that have not been spread broadcast through the public press."

"Deep as is the nation's determination that the world shall never be dominated by force, it is the glory of America that its voice is the voice of resolution and justice—not of hate and vengeance," continued the Secretary.

"Mind you, I counsel no smooth words in describing the murderous deeds conceived by the German autocrats. I favor no quarter for the men responsible for the world war."

"We shall stay in the war until Germany shall see its war lords deposed, and we shall live to see that capable people freed from the master of militarism that has made every home a house of mourning."

Secretary of War Baker declared that the "spirit of comradeship now holds the people in its grasp."

"North and South, East and West," he said, "are now united in one great brotherhood and face the present crisis with a grim determination born of one resolution—'We must win.'"

"We are persuaded within the civilized world in our fight against autocracy," he continued, "but we must remember that we have no monopoly in democracy."

"The first triumph will be victory on the field of battle, and another triumph will come to us when our sons return to their homeland and bring with them the message that the world at last has been made safe for democracy." God haste that day.

NATIONAL SCHOOL W. S. S. COMMITTEE ANNOUNCED TODAY

A national committee of educators to supervise the activity of the schools of the country in the war savings stamp campaign in co-operation with the Federal and State war savings directors, was announced today by the national war savings committee.

The new committee, which is to be known as the committee on war savings of the department of superintendence, national educational association, is headed by Dr. John H. Finley, as chairman. Dr. Finley is president of the University of the State of New York, and New York State commissioner of education.

J. T. Joyner, State superintendent of public instruction of North Carolina, is director for Maryland and Virginia and the District.

Drive Here in Fall Swing. The school campaign in Washington is in full swing today. Ten speakers will appear in as many schools each day, and a dozen motion picture theaters will be visited each night.

A report on the organization of District No. 1, which includes practically all of the downtown territory of Washington, has been made to Director D. J. Callahan by Milton E. Allen, chairman.

The District is being organized by Federal and industrial units and by city blocks, under members of the general committee as follows: Julius Garfinkle, Julie Garfinkle & Co.; Samuel Hart, Lansburgh & Bro.; Bureau of Engraving and Printing; James L. Wilmett, director; Isaac Gans, Saks & Co.; Malcolm Kavin, assistant postmaster, city postoffice; George E. Everett, Woodward & Lothrop; J. A. Whitfield, the Old Dutch Market; A. Lisner, the Palais Royal; W. B. Moses, W. B. Moses & Son; Cornelius Ford, Public Printer, the Government Printing Office; Paul F. Meyers, chief clerk, the Treasury Department; Charles N. Yates, acting chief clerk, the Pension Bureau; Simon Kann, S. Kann Sons & Co.; Ruskin McArdle, chief clerk, the Postoffice Department; James R. Lusby, disbursing officer, the District building; Julius Goldenberg, "Goldenberg's"; Alex Hecht, Hecht & Co.; Philip J. Hermann, House & Hermann; Harry King, King's Palace; James O'Donnell, O'Donnell's drug store; Edward H. Droop, E. H. Droop & Sons; Myer Felsheimer, the Hub Furniture Company; H. C. Bergheimer, Galt & Co.; J. Lee Whitmore, Whitmore, Lynn & Alden Co.; Sidney W. Strauss, R. Harris & Co.; William C. Shaw, Shaw & Brown Co.; Charles H. Berry, Berry & Whitmore; W. F. VanWinkle, the F. G. Smith Piano Company; S. A. Reeves; E. Allen Harris, Harris & Shafer Co., and H. King Cornwell, Cornwell & Sons.

Banks Organizing. William J. Platter of the executive committee, is organizing the banks and trust companies; Charles P. Light, the office buildings and hotels; J. Edward Bates, the theaters, music houses, restaurants, jewelers, and others, and Scott Nesbit, business units.

The committee on War Savings Stamps will hold its first community

Cavalrymen Fencing at Fort Myer

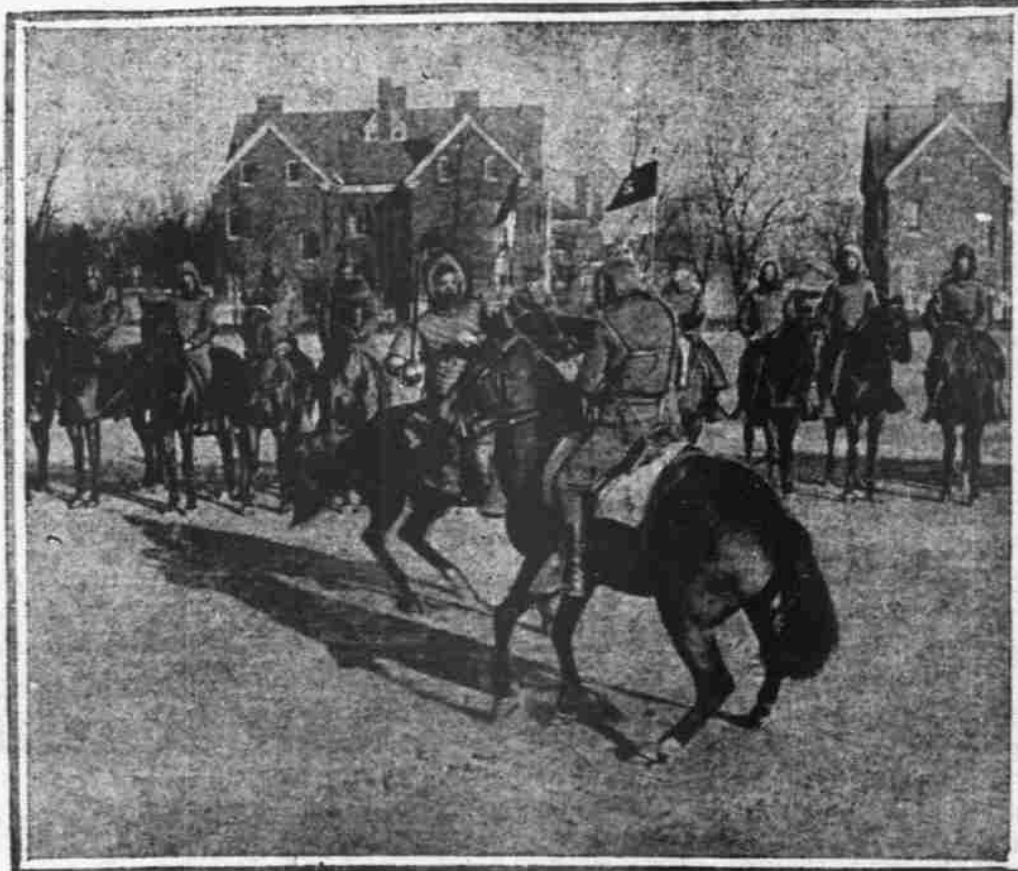


Photo by International.

The men engaged in the sword play are members of Troop C, of the United States Cavalry regiment stationed at Fort Myer, Va. The men go through the manual while mounted and their horses have been trained to maneuver so as to assist their riders. All the troopers are expert horsemen and are among the best in the cavalry division of our army. It is expected they will see service on the French front, serving in the same manner as the British mounted men under General Byng, who aided materially in following up openings made in the German line by tanks and infantry.

meeting tonight at 8 o'clock in the assembly hall of the Jefferson Public School, Sixth and Virginia avenue southwest.

The object of this meeting is to systematically organize for the sale of War Savings Stamps District No. 4, which embraces the entire southwest section of the city.

The meeting will be presided over by Joseph A. Berberich, chairman, and will be addressed by prominent speakers from the national War Savings Stamps committee.

The executive committee appointed by Mr. Berberich to select a general committee at tonight's meeting includes A. J. Driscoll, vice chairman; Maurice Fitzgerald, secretary; James P. Shea, R. Harrison Johnson, Dr. Millard F. Thompson, Melvin Hazen, Dr. Rosier Biggs, W. A. H. Church, Benjamin L. Lindsay, Joseph I. Latimer, J. P. S. Neigh, Capt. A. J. Taylor, and Clarence I. Gessford.

ACT TO AID SEAMEN.

A bill extending the benefits of care and treatment by the public health service to seamen on vessels used in the service of the United States was reported back favorably by the Senate Commerce Committee today. All men of the merchant marine are affected by the bill, which has been approved by the Commerce and Treasury Departments.

RUBINSTEIN CLUB'S FIRST CONCERT IS TREAT TO PATRONS

The Rubinstein Club under the direction of Mrs. A. M. Blair gave its first concert of the season last evening in the Mt. Pleasant Congregational Church, with Mrs. Dorothy Johnston Baseler, harpist, as soloist. The choral singing of this women's club of about 100 voices is particularly effective in its phrasing and color, its spirit and the clean-cut nicety of its work. Mrs. Blair obtains delightful tone effects in complete unity, thereby gaining an added grace in the delicate passages and splendid climaxes.

The Beethoven "Moonlight" was most impressive. It is an arrange-

ment from the sonata of the same name made by Spross, and was given with rich dignity and meaning, and the gradation and the intonation were both notable. This and the Saint-Saens "Swan" were enriched by the harp accompaniment added to the piano as played most appreciatively by Claude Robeson throughout the program.

There was real atmosphere in many of the choruses. The "Swan" was given with a violin tone and the illusion of water in its rhythm, the same picture quality holding in the dramatic "Rondin" by Lina Lehman. There were times when the club did not sustain this excellence, but in diction and dynamic contrasts they were most artistic. The "Amaryllis" gavotte had to be repeated and in the Chaminade "Scar" Dance, with incidental solo by Miss Edith Graham, the phrasing was delightful. Mrs. Baseler gave most pleasure in the De Bole "Rhapsodie" and her tone was musical in a group of solos. The singing of "The Star-Spangled Banner" that opened the program and "America" with which it closed, received a hearty response from the audience. An impressive verse, sent from Canada, was added to the latter, designed to unite the two nations in purpose. Mrs. Blair read the words fervently with their appeal to all in "God Save Our Men." J. MacB.

U. S. BOMBARDED WITH QUESTIONS ABOUT CASUALTIES

The War and Navy Departments today urged relatives of enlisted men not to bombard the department with queries for details concerning men mentioned in casualty lists.

Officials of both departments repeated assurances that every detail concerning men killed, wounded or taken prisoner will be wired their families the minute it is available. It is impossible to get more than the bare announcement in less than from two to six weeks.

The army casualty work is in

charge of Major J. S. Jones. Here is how it works in every regiment both in this country and in Pershing's force several enlisted men record each casualty. They report these to their commanders, who send the reports immediately to headquarters, whence they are cabled without delay to Washington.

Major Jones at once telegraphs to the person mentioned in the soldier's emergency address on file at the War Department, telling all he knows about what happened to the soldier. Later on detailed written reports as to how the men were killed or wounded are mailed to the War Department. This causes delay which will lengthen as the casualty lists grow.

If a soldier is captured, Germany under international law is required to report to this Government through diplomatic channels, which takes about six weeks.

The procedure is practically the same in the navy.

NOTED KY. RACE COURSE NOW MADE POTATO FARM

LOUISVILLE, Ky., Dec. 12.—Churchill Downs, which during the racing season is the scene of the gathering of Kentucky's best blood and the finest thoroughbreds in the country, has been put under the plow and planted to potatoes. The great infield, around which Omar Khayyam led a field of fifteen horses in the 1917 Kentucky Derby, was turned into a farm at the direction of officials of the New Louisville Jockey Club.

The potatoes grown on the farm will be sold at auction, at the old Louisville haymarket square, where slaves once went under the hammer. The proceeds will go to the Christmas fund for the soldiers at Camp Zachary Taylor, located here.

PRESIDENT NAMES MD. MAN.

The President today sent to the Senate the nomination of Lewis A. Griffith, Upper Marlboro, Md., to be explosives inspector of Maryland.



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